Topics for Board Meeting
Prepared by Peter Warshall, editor
Date: October 13, 1997

PW = Peter Warshall, editor. AG = Alex Gault, publisher. DK = David Katz, Board President. DR = Danica Remy, Board Vice President.

A. Prospects for Printing the Fall/Winter Issue

1. Amounts received and amount needed for publication and distribution (PW/AG).

ACTION ITEM: To save costs should we cancel newsstand publication (20,000 copies)?

ACTION ITEM: Should we tell Fulco to stop processing renewal and subscription requests? Does Alex stop sending renewal notices?

2. Office staffing to complete issue and costs

Background: Staff stops working on Wednesday and will apply for unemployment.

ACTION ITEMS: Who's in charge of finances after Wednesday? On staff and on Board. Who's to be in office?

3. Endswell

Issue: Should we switch lenders before we deposit incoming grants? Should we ignore or negotitate new loan terms with Endswell since we are essentially bankrupt? (PW reports)

ACTION ITEM: Board authorizes PW to negotiate new loan terms with Endswell and/or switch to other lenders.

B. Prospects for Future Issues

1. Cashflow until April 1998. Present bank account, optimistic/conservative/pessimistic scenarios for revenues (AG).

2. Fundraising Needs. How much by when? (PW/AG)

a. Updates from last meeting by DK, DR, PW

3. What to say to readers in the religions and environment issue? (PW reports)

ACTION ITEM: Who writes letter? President of Board? Publisher? Editor?

Alternatives: This is last issue (Whole Earth is folding. Don't subscribe. We'll try to return some of your contributions.). Or, this may be last issue (don't expect the spring issue on time).

4. Shutdown Scenario

Issues: Should we shut down office by November 1? Who do we pay to shut it down? Does shut down mean selling off library and equipment? Who will be paid to deal with subscriber obligations, taxes, W2 forms, legal issues? Who will deal with backpay owed to the staff?

C. Changes to Keep Whole Earth in Business

1. Big Issue: Should Point continue to sponsor Whole Earth or should Whole Earth find a new home?

2. If Point continues, a more active board for fundraising and better coordination between staff and board are needed. Issue: restructuring relationships.

Background: In June 1997, Ty Cashman explained that Board needed to raise $45,000 by September and $65,000 (later $85,000) by Jan. 1998. The Board spent about $10,000 on BeeLine but they produced no funds.

If Point continues, more Board members are required and closer ties to staff are required. PW's suggestions.

If Point continues, the duties of each Board member should be more explicit. Commitments to future fundraising. Andy Robinson.

If Point continues, there has to be a treasurer. There has been no treasurer after Wade resigned.

ACTION ITEM: Who will serve as treasurer?

3. Changes in Peter Warshall's status

Issue: New contract or additions to contract for PW.

Background: Peter has no contract to do work he is doing. His editorial tasks do not cover the work he is doing. Board needs to re-recreate Executive Director status or other contract. Need to formalize payments for non-editorial work.

ACTION ITEM: Tasks and compensation.

4. Changes in location

Discussion topic: If we continue, then should it be in Marin? (PW)

Background: The only reason to stay in Marin was the hope of funding from the Matin Community Foundation. If hopeless, then cheaper alternative sites should be found.

ACTION ITEM: PW requests Board authorization to meet with MCF members to determine prospects of endowment or funding.